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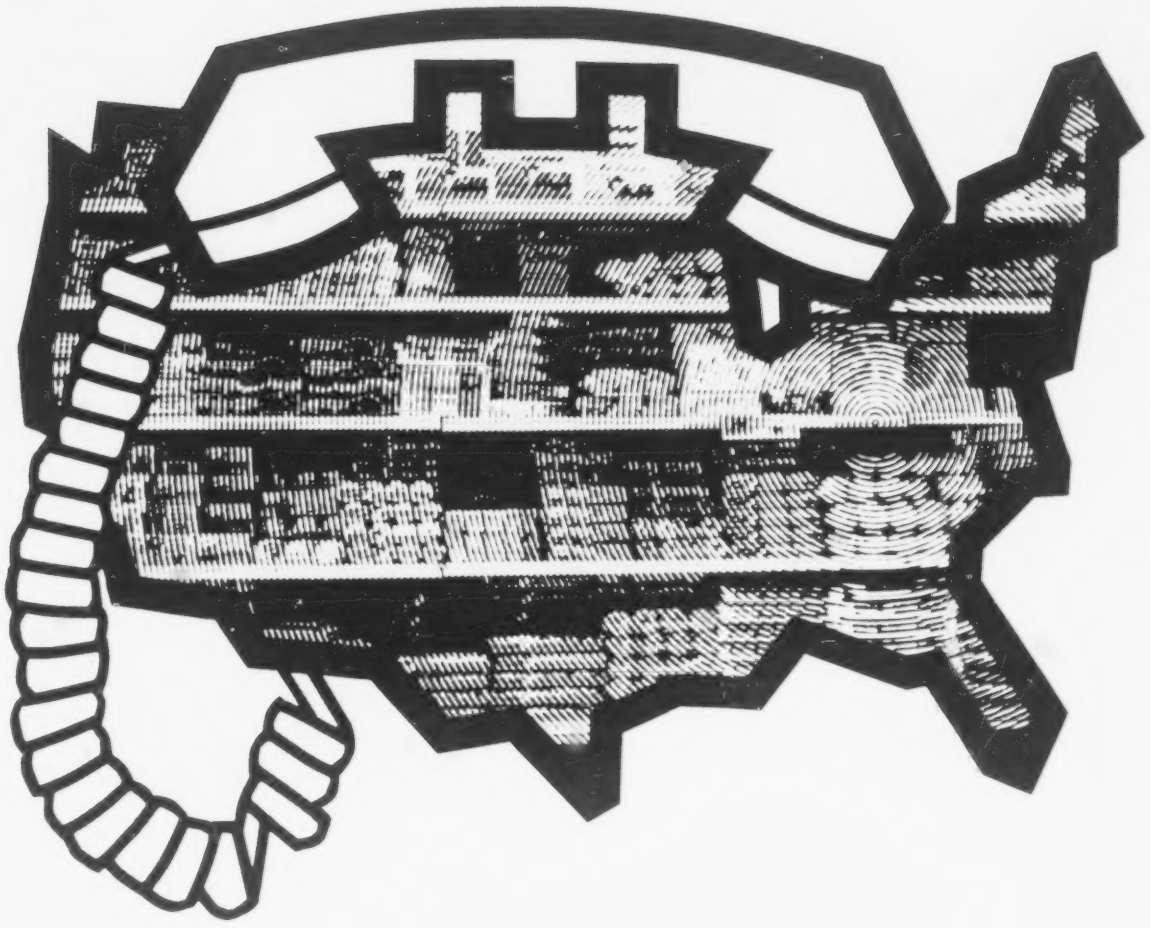
The National Study of Supermarket Shoppers 1979-80

Census Profile



Burgoyne

Research for Marketing

1979-80
The National Study of Supermarket Shoppers

Census Profile

Burgoyne, Inc., Cincinnati, Ohio

Price: $4.00
Quantity prices on request

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BURGOYNE, INC.

A nationally known market research firm founded 40 years ago, Burgoyne, Inc. offers America's consumer-products manufacturers, their advertising agencies and retailers the most thorough one-stop source for marketing research in the industry.

CONSUMER STUDIES — Burgoyne specializes in consumer studies at the point of purchase or surveys often in conjunction with its other services. Having performed research for many nationally known chain store organizations, Burgoyne utilizes these relationships for trial/repeat, advertising effectiveness, product usage, and numerous other tests in stores and shopping centers. Additionally, in-home, central location and intercept studies are offered. The Consumer Research Division includes a WATS Telephone Center and on-premise Focus Group facility.

CONTROLLED STORE TESTS — Burgoyne pioneered these tests over 25 years ago and has performed the largest in size and in number within the industry. Whether it is a short-term merchandising test to evaluate promotional alternatives or a longer new or improved product simulated introduction, Burgoyne's seasoned professional staff of field supervisors is capable of expertly handling such tests in all markets.

RETAIL DISTRIBUTION STUDIES AND SYSTEMS — Burgoyne conducts customized, fast-reporting, point-in-time checks of distribution, retail pricing, facings, inventory and display activity in any retail outlet or market. While it might occur as a single-visit study, Burgoyne also performs on-going systems with either trend or projectable store samples to Standard Metro Areas, warehouse shipment areas, A.D.I. areas or client marketing areas.

PRODUCT PURCHASE SERVICE — Utilizing weekly store visits by our National Network of Field Personnel, Burgoyne offers a client/manufacturer an efficient, economical and fast Product Purchase Service. Regardless of type of product, quantity desired or special handling/shipping instructions, Burgoyne can fill the order.

RETAIL SALES STUDIES — A long history of retail cooperation allows Burgoyne the unique advantage of providing both trend and projectable retail store samples in all major markets. Its own Computer Center lends advanced technology to flexibility in sample design and statistical analysis, along with rapid turnaround and assured accuracy.

FOREWORD

While this is, in fact, the twentieth in a series of annual and biennial studies of supermarket shoppers' buying habits and attitudes, it is in actuality the second of a new series — The 1979 - 1980 National Supermarket Shopper Study. Offered in two volumes, Volume I reports individual and total Census Regions; Volume II reports by demographics of the respondents.

Initiated in the early 1950's, the prior studies covered over thirty (30) markets and over forty thousand personal in-home interviews and 5000 telephone interviews.

Starting with the 1977 National Supermarket Shopper Study, this new series strives for increased objectivity with random selection of respondents through WATS interviewing in all nine United States Census Regions. Burgoyne's expanded central telephone facility, located in its Cincinnati headquarters, assures consistent and uniform interviewing across the nation.

Over the years many of the same essential questions such as customer loyalty, patronage motives, advertising leadership and the like have been asked. With socio-economic life-style changes in America, additional questions on rising food prices, generic product usage, dining out habits, credit cards and such have been investigated.

Despite individual regions peculiarities, we feel the data show uniformity and reflect the thinking and attitude of Supermarket Shoppers generally.

It is our intention to continue the new series as a benefit to all associated with the industry and invite our international readership to submit topical and pertinent questions as retailers and advertisers did this year.

STUDY FACTS

The methodology consisted of conducting telephone interviews in each of the nine U.S. Census Regions. This procedure insures a national representation for the data. Within each Census Region, a total of 270 completed interviews were obtained. This method yields projectable data at the 90% confidence level with a +/− 5% sampling error within each region. A total of 2430 interviews were conducted. The composition of each region is as follows:

CENSUS REGION	STATES INCLUDED
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic	New Jersey, New York, Pennsylvania
South Atlantic	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	California, Oregon, Washington

A random sample was selected using Burgoyne's computer-generated Random Digit Dialing lists. Telephone numbers are generated randomly from working exchanges and area codes. This method insures the inclusion of unlisted telephone numbers and proportionate representation of urban and rural areas in each Census Region.

Interviewing was conducted from Burgoyne's central WATS facility during the last half of 1979. All interviewing was conducted during evening hours and on weekends, so as not to exclude any sub-groups of shoppers.

SUMMARY FINDINGS

NEARLY THREE-FOURTHS OF THE SHOPPERS SHOP ONCE A WEEK OR LESS OFTEN

Among the total sample, the number of shopping trips per week is approximately 1.4 (pg. 1). Only 26.7% of the respondents shop more than once a week in supermarkets (pg. 1).

THE TYPICAL SHOPPER SHOPS IN MORE THAN 2 DIFFERENT SUPERMARKETS A MONTH

The average number of supermarkets shopped per month is 2.23, while the average number of supermarkets shopped per week is 1.37 (pg. 2-3).

18.2% OF THE SHOPPERS CHANGED THE SUPERMARKET SHOPPED MOST

In a time period of one year, 18.2% of the respondents changed the supermarket where they do most of their shopping (pg. 4). Switching occurs more often among younger people and among larger families (pg. 4A, 4B). The main reasons for changing supermarkets are lower prices and moving to a different area (pg. 5).

QUALITY OF MEAT AND PRODUCE MORE IMPORTANT THAN PRICE

In comparing average importance ratings of factors considered when selecting a supermarket, "Quality and Freshness of Meats" was the factor receiving the highest average rating. The top four factors (13 factors were rated), and their average ratings, are shown below. The higher rating (on a scale of 1-9) indicates a greater degree of importance (pg. 6-18).

FACTOR	AVERAGE RATING
1. Quality and Freshness of Meats	8.10
2. Quality and Freshness of Fruits & Veg.	8.09
3. Attractiveness and Cleanliness of Store	7.97
4. Overall Prices of Groceries	7.78

The data seem to indicate that the quality of the products offered at a supermarket and the appearance of that store are at least as important as are the prices charged for these products.

THE AVERAGE WEEKLY EXPENDITURE IN SUPERMARKETS IS $48.82

The average amount spent per week in supermarkets is $48.82 (pg. 19). Eighty-five percent of this amount is spent at the supermarket shopped most often (pg. 20). The average amount spent per week eating out in any type of restaurant is $12.58 (pg. 21). Respondents with higher incomes and higher amounts spent at supermarkets are also more likely to spend a greater amount eating out at restaurants (pg. 21A, 21B).

MOST BUY MEAT AND PRODUCE AT SUPERMARKETS

More than three-fourths of the shoppers (76.3%) buy most of their meats at supermarkets (pg. 22). Lower income groups and smaller families are more likely to buy their meats at supermarkets (pg. 22A, 22B). An even greater percentage of shoppers (83.7%) buy most of their produce at supermarkets (pg. 23). Once again, lower income groups are more likely to buy most produce at supermarkets (pg. 23A).

MORE THAN 35% BUY MOST OF THEIR HEALTH AND BEAUTY AIDS IN SUPERMARKETS

More than one-third of the shoppers (35.8%) buy most of their Health and Beauty Aids in supermarkets (pg. 24). By contrast, approximately 25% of the shoppers never buy these items in supermarkets (pg. 25).

MOST SHOPPERS NEVER SHOP IN CONVENIENCE STORES

Over one-half of the respondents (56.4%) never shop at convenience stores (pg. 26). Those who do shop at convenience stores tend to be younger, have a higher income, and have larger families (pg. 26A, 26B).

HIGH PRICES AND SLOW CHECKOUT ARE MAIN COMPLAINTS

High prices and slow checkout service are the main complaints about supermarkets (pg. 28). These two complaints were mentioned almost equally. Other complaints mentioned frequently were store appearance and lack of variety and selection in grocery items. These complaints are more frequent among higher income groups and among younger shoppers (pg. 28A).

MORE THAN TWO-THIRDS READ FOOD STORE ADS

Food store ads in newspapers were read by more than two-thirds of the respondents (68.8%) (pg. 29). The frequency with which food store ads are read increases with family size (pg. 29B). Among those who read food store ads, the average number of ads read was 2.5 (pg. 30). More than half of those respondents (54.1%) are influenced by these ads as to where to shop (pg.31).

ALMOST HALF VIEW T.V. ADS FOR FOOD STORES

Approximately half of the respondents (47.6%) saw T.V. ads for food stores (pg. 32). Lower income groups view T.V. ads more often than do higher income groups (pg. 32A). The average number of food store T.V. ads seen was 1.75 (pg. 33). Only 18.3% of those who saw these ads on T.V. said they are influenced by these ads as to where to shop (pg. 34). This percentage is significantly lower than that for newspaper food store ads.

ALMOST THREE-FOURTHS COMPARE PRICES BETWEEN DIFFERENT SUPERMARKETS

Nearly three-fourths of the respondents (74.4%) compare prices between different supermarkets (pg. 35). Comparing prices occurs more often as family size and amount spent per week at supermarkets increase (pg. 35B). The chief method used to compare prices is checking newspaper ads (pg. 36).

MORE THAN 50% REDEEM MANUFACTURERS' COUPONS

Just over half of the respondents (51%) have redeemed any manufacturers' coupons in the past four weeks. This practice seems to be more prevalent among those with higher incomes and larger families (pg. 37A, 37B).

OVER 60% RATE PRIVATE LABEL BRANDS THE SAME QUALITY AS NATIONAL BRANDS

The quality of private label brands is perceived as the same by 60.2% of the respondents (pg. 38). The elimination of advertising costs was mentioned nearly twice as often as lower quality products as the reason for the lower price of private label brand products (pg. 39).

ALMOST 40% BUY GENERIC PRODUCTS

Generic products were purchased by 37.8% of the respondents (pg. 40). Purchases of generic products are much more likely among larger families and among those who spend more per week in food stores (pg. 40B). The generic products purchased most often are paper products and canned fruits and vegetables (pg. 41). Overall, respondents rate the quality of generic products about the same as that of national brands (pg. 43-47). However, more than half (57.9%) of those who purchased generic paper products rated the quality of these items to be somewhat lower or much lower than the quality of national brand paper products (pg. 42). In comparison to private label products, approximately 60% of those who purchased generic products rated the quality about the same as that of private label products (pg. 49).

Regarding future purchases of generic products, 62.4% of those who have purchased generic products said they will definitely or probably continue to buy these items (pg. 48).

EASE OF CHECK CASHING IS VERY IMPORTANT TO 51.7% OF THE SHOPPERS

Ease of check cashing was considered very important by 51.7% of the respondents (pg. 50). Ease of check cashing is more important among younger people and among those who spend more

money each week at supermarkets (pg. 50A, 50B). Approximately half of the respondents (48.8%) have check-cashing privileges at a supermarket (pg. 51). Those who spend more per week at supermarkets, those with larger families, and those with higher incomes are more likely to have check-cashing privileges at a supermarket (pg. 51A, 51B). Of those who have check-cashing privileges, 57.7% are able to cash checks at more than one store (pg. 52).

47% OF SHOPPERS HAVE BANK CREDIT CARDS

Bank credit cards are owned by 47% of the respondents (pg. 53). Ownership of bank credit cards increases as income and dollars spent per week at supermarkets increase (pg. 53A, 53B). Master Charge and Visa are nearly equal, with each being held by approximately two-thirds of those who have bank credit cards (pg. 54).

PARTICIPATION IN GAMES OR CONTESTS RARE

Only 11.6% of the respondents are participating in any games or contests at supermarkets where they shop (pg. 55). The existence of games or contests is most prevalent in the South, and is least popular in the New England and Mountain regions (pg. 55).

DEMOGRAPHIC CHARACTERISTICS

The median age for respondents in this sample is 39.4 years. The median household size is 2.14, and median household income is just over $15,000. The primary shopper in households was interviewed. In 82.4% of the interviews, the respondent was female. A male is the primary shopper in 17.6% of the households (pg. 56-59).

RESULTS

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
ONCE A WEEK	NO.	1351	163	162	139	147	165	154	164	134	123
	%	55.6	60.4	60.0	51.5	54.4	61.1	57.0	60.7	49.6	45.6
TWICE A WEEK		347	37	36	44	43	35	39	30	41	42
		14.3	13.7	13.3	16.3	15.9	13.0	14.4	11.1	15.2	15.6
THREE TIMES A WEEK		179	17	27	18	20	15	19	15	16	32
		7.4	6.3	10.0	6.7	7.4	5.6	7.0	5.6	5.9	11.9
FOUR TIMES A WEEK		51	5	8	4	5	2	4	7	4	12
		2.1	1.9	3.0	1.5	1.9	.7	1.5	2.6	1.5	4.4
FIVE TIMES A WEEK		12	1		1	1	2	1	1	2	3
		.5	.4		.4	.4	.7	.4	.4	.7	1.1
SIX TIMES A WEEK											
EVERY DAY		59	6	11	5	3	3	7	7	9	8
		2.4	2.2	4.1	1.9	1.1	1.1	2.6	2.6	3.3	3.0
LESS THAN ONCE A WEEK		431	41	26	59	51	48	46	46	64	50
		17.7	15.2	9.6	21.9	18.9	17.8	17.0	17.0	23.7	18.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
ONE	NO.	603	63	81	59	69	70	67	63	64	67
	%	24.8	23.3	30.0	21.9	25.6	25.9	24.8	23.3	23.7	24.8
TWO		1011	120	109	108	133	106	123	105	107	100
		41.6	44.4	40.4	40.0	49.3	39.3	45.6	38.9	39.6	37.0
THREE		551	53	57	67	49	64	54	70	70	67
		22.7	19.6	21.1	24.8	18.1	23.7	20.0	25.9	25.9	24.8
FOUR		184	24	16	24	10	23	17	18	24	28
		7.6	8.9	5.9	8.9	3.7	8.5	6.3	6.7	8.9	10.4
FIVE		53	7	3	9	6	6	7	9	2	4
		2.2	2.6	1.1	3.3	2.2	2.2	2.6	3.3	.7	1.5
SIX		21	2	2	2	3	1	2	4	1	4
		.9	.7	.7	.7	1.1	.4	.7	1.5	.4	1.5
SEVEN											
EIGHT		2							1	1	
		.1							.4	.4	
NINE		1			1						
		.0			.4						
NONE		4	1	2						1	
		.2	.4	.7						.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		2.23	2.24	2.08	2.36	2.11	2.23	2.19	2.34	2.25	2.31

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE	NO.	1241	135	134	131	145	137	140	144	154	121
	%	51.1	50.0	49.6	48.5	53.7	50.7	51.9	53.3	57.0	44.8
TWO		705	77	81	76	78	80	72	83	67	91
		29.0	28.5	30.0	28.1	28.9	29.6	26.7	30.7	24.8	33.7
THREE		167	13	20	17	14	24	23	21	14	21
		6.9	4.8	7.4	6.3	5.2	8.9	8.5	7.8	5.2	7.8
FOUR		33	2	3	6	3	3	3	3	4	6
		1.4	.7	1.1	2.2	1.1	1.1	1.1	1.1	1.5	2.2
FIVE		6		1	4	1					
		.2		.4	1.5	.4					
SIX		2	1						1		
		.1	.4						.4		
NONE		275	42	31	36	29	26	31	18	31	31
		11.3	15.6	11.5	13.3	10.7	9.6	11.5	6.7	11.5	11.5
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		1.37	1.27	1.38	1.40	1.33	1.41	1.36	1.45	1.28	1.44

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	443	57	39	61	46	43	32	52	61	52
	%	18.2	21.1	14.4	22.6	17.0	15.9	11.9	19.3	22.6	19.3
NO		1987	213	231	209	224	227	238	218	209	218
		81.8	78.9	85.6	77.4	83.0	84.1	88.1	80.7	77.4	80.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST
(BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
CLOSED MY USUAL SUPERMARKET	NO.	24	4	6	4	5	2			3	
	%	5.4	7.0	15.4	6.6	10.9	4.7			4.9	
MOVED TO A DIFFERENT AREA		131	17	9	13	13	8	9	20	23	19
		29.6	29.8	23.1	21.3	28.3	18.6	28.1	38.5	37.7	36.5
CLEANER STORE		11		1	2	2	1	2	2		1
		2.5		2.6	3.3	4.3	2.3	6.3	3.8		1.9
LOWER PRICES		163	27	14	27	17	22	11	15	16	14
		36.8	47.4	35.9	44.3	37.0	51.2	34.4	28.8	26.2	26.9
LOCATION/CLOSER/MORE CONVENIENT		65	5	6	7	4	11	6	10	4	12
		14.7	8.8	15.4	11.5	8.7	25.6	18.8	19.2	6.6	23.1
BETTER PRODUCE		15	1	1	2	2		4	1	2	2
		3.4	1.8	2.6	3.3	4.3		12.5	1.9	3.3	3.8
BETTER MEATS		19	4	1	2	1	4	3	1	3	
		4.3	7.0	2.6	3.3	2.2	9.3	9.4	1.9	4.9	
PERSONNEL FRIENDLY/ HELPFUL/LIKE THE PERSONNEL		12	1		2	1	1	2	1	1	3
		2.7	1.8		3.3	2.2	2.3	6.3	1.9	1.6	5.8
BETTER SELECTION/ VARIETY OF FOODS		32	6		8	4	2		6	2	4
		7.2	10.5		13.1	8.7	4.7		11.5	3.3	7.7
ALL OTHERS		66	3	8	8	9	7	2	8	15	6
		14.9	5.3	20.5	13.1	19.6	16.3	6.3	15.4	24.6	11.5
DON'T KNOW/NO REASON		7	3			1	1			2	
		1.6	5.3			2.2	2.3			3.3	
BASE		443	57	39	61	46	43	32	52	61	52

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IMPORTANCE RATING OF --- ATTRACTIVENESS AND CLEANLINESS OF STORE IN DECIDING WHICH SUPERMARKET TO SHOP IN BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	19	1	7	2		2	2	1		4
	%	.8	.4	2.6	.7		.7	.7	.4		1.5
(2)		12	3	2				2		3	2
		.5	1.1	.7				.7		1.1	.7
(3)		19	1	4	2	1	1	3	1	1	5
		.8	.4	1.5	.7	.4	.4	1.1	.4	.4	1.9
(4)		26	2	4		6		4	1	4	5
		1.1	.7	1.5		2.2		1.5	.4	1.5	1.9
(5)		155	20	21	15	16	10	21	19	16	17
		6.4	7.4	7.8	5.6	5.9	3.7	7.8	7.0	5.9	6.3
(6)		120	9	15	22	14	14	9	12	17	8
		4.9	3.3	5.6	8.1	5.2	5.2	3.3	4.4	6.3	3.0
(7)		280	30	31	27	24	22	41	28	37	40
		11.5	11.1	11.5	10.0	8.9	8.1	15.2	10.4	13.7	14.8
(8)		476	48	56	46	59	59	55	52	46	55
		19.6	17.8	20.7	17.0	21.9	21.9	20.4	19.3	17.0	20.4
(9) MOST IMPORTANT		1321	156	130	155	150	162	133	155	146	134
		54.4	57.8	48.1	57.4	55.6	60.0	49.3	57.4	54.1	49.6
DON'T KNOW		2			1				1		
		.1			.4				.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.97	8.04	7.66	8.06	8.08	8.23	7.83	8.11	7.96	7.79

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	55	6	15	6	4	3	7	1	5	8
	%	2.3	2.2	5.6	2.2	1.5	1.1	2.6	.4	1.9	3.0
(2)		55	7	7	7	6		3	3	12	10
		2.3	2.6	2.6	2.6	2.2		1.1	1.1	4.4	3.7
(3)		57	2	9	7	5	4	6	9	8	7
		2.3	.7	3.3	2.6	1.9	1.5	2.2	3.3	3.0	2.6
(4)		65	6	8	9	7	5	6	3	12	9
		2.7	2.2	3.0	3.3	2.6	1.9	2.2	1.1	4.4	3.3
(5)		373	49	35	39	46	29	46	42	47	40
		15.3	18.1	13.0	14.4	17.0	10.7	17.0	15.6	17.4	14.8
(6)		160	16	18	19	17	15	16	19	19	21
		6.6	5.9	6.7	7.0	6.3	5.6	5.9	7.0	7.0	7.8
(7)		314	30	28	30	39	45	43	31	38	30
		12.9	11.1	10.4	11.1	14.4	16.7	15.9	11.5	14.1	11.1
(8)		381	46	47	32	34	46	45	52	38	41
		15.7	17.0	17.4	11.9	12.6	17.0	16.7	19.3	14.1	15.2
(9) MOST IMPORTANT		959	108	100	119	110	123	97	108	90	104
		39.5	40.0	37.0	44.1	40.7	45.6	35.9	40.0	33.3	38.5
DON'T KNOW		11		3	2	2		1	2	1	
		.5		1.1	.7	.7		.4	.7	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.15	7.19	6.90	7.18	7.19	7.63	7.12	7.37	6.80	6.98

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
VARIETY AND SELECTION OF GROCERY MERCHANDISE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	28	1	8	3		3	3		2	8
	%	1.2	.4	3.0	1.1		1.1	1.1		.7	3.0
(2)		11		2	2	1	2	2			2
		.5		.7	.7	.4	.7	.7			.7
(3)		19		4	3	2	3	2	2	1	2
		.8		1.5	1.1	.7	1.1	.7	.7	.4	.7
(4)		24	2	7	3	4		2	2	3	1
		1.0	.7	2.6	1.1	1.5		.7	.7	1.1	.4
(5)		194	29	25	19	21	13	22	14	26	25
		8.0	10.7	9.3	7.0	7.8	4.8	8.1	5.2	9.6	9.3
(6)		122	8	11	9	15	8	22	13	21	15
		5.0	3.0	4.1	3.3	5.6	3.0	8.1	4.8	7.8	5.6
(7)		385	43	44	36	43	34	43	49	46	47
		15.8	15.9	16.3	13.3	15.9	12.6	15.9	18.1	17.0	17.4
(8)		543	57	54	57	68	69	64	58	60	56
		22.3	21.1	20.0	21.1	25.2	25.6	23.7	21.5	22.2	20.7
(9) MOST IMPORTANT		1097	129	114	136	116	138	109	131	110	114
		45.1	47.8	42.2	50.4	43.0	51.1	40.4	48.5	40.7	42.2
DON'T KNOW		7	1	1	2			1	1	1	
		.3	.4	.4	.7			.4	.4	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.77	7.88	7.47	7.87	7.81	8.00	7.65	7.99	7.68	7.56

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	34	2	9	7	1	3		1	4	7
	%	1.4	.7	3.3	2.6	.4	1.1		.4	1.5	2.6
(2)		21	1	3	1	2	2	3	1	5	3
		.9	.4	1.1	.4	.7	.7	1.1	.4	1.9	1.1
(3)		36	3	5	3	3	3	7	6	5	1
		1.5	1.1	1.9	1.1	1.1	1.1	2.6	2.2	1.9	.4
(4)		30	3	5		6	3	5	4	2	2
		1.2	1.1	1.9		2.2	1.1	1.9	1.5	.7	.7
(5)		205	23	32	23	21	15	17	23	27	24
		8.4	8.5	11.9	8.5	7.8	5.6	6.3	8.5	10.0	8.9
(6)		116	8	21	13	10	23	14	9	5	13
		4.8	3.0	7.8	4.8	3.7	8.5	5.2	3.3	1.9	4.8
(7)		289	38	31	28	34	27	42	24	31	34
		11.9	14.1	11.5	10.4	12.6	10.0	15.6	8.9	11.5	12.6
(8)		415	48	46	40	48	45	45	40	50	53
		17.1	17.8	17.0	14.8	17.8	16.7	16.7	14.8	18.5	19.6
(9) MOST IMPORTANT		1277	143	118	153	145	149	136	160	140	133
		52.6	53.0	43.7	56.7	53.7	55.2	50.4	59.3	51.9	49.3
DON'T KNOW		7	1		2			1	2	1	
		.3	.4		.7			.4	.7	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.78	7.90	7.34	7.85	7.89	7.89	7.78	7.96	7.73	7.71

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	67	11	14	5	6	5	5	4	6	11
	%	2.8	4.1	5.2	1.9	2.2	1.9	1.9	1.5	2.2	4.1
(2)		20	1	5	3	1	2	1	1	2	4
		.8	.4	1.9	1.1	.4	.7	.4	.4	.7	1.5
(3)		22	2	2	1	2	1	2	3	4	5
		.9	.7	.7	.4	.7	.4	.7	1.1	1.5	1.9
(4)		26	2	5	2	4	2	4	1	3	3
		1.1	.7	1.9	.7	1.5	.7	1.5	.4	1.1	1.1
(5)		99	9	17	4	11	6	17	5	13	17
		4.1	3.3	6.3	1.5	4.1	2.2	6.3	1.9	4.8	6.3
(6)		50	3	1	4	5	4	8	9	7	9
		2.1	1.1	.4	1.5	1.9	1.5	3.0	3.3	2.6	3.3
(7)		153	19	22	13	12	17	23	16	17	14
		6.3	7.0	8.1	4.8	4.4	6.3	8.5	5.9	6.3	5.2
(8)		386	33	50	42	39	51	45	30	42	54
		15.9	12.2	18.5	15.6	14.4	18.9	16.7	11.1	15.6	20.0
(9) MOST IMPORTANT		1595	188	152	194	189	182	164	199	174	153
		65.6	69.6	56.3	71.9	70.0	67.4	60.7	73.7	64.4	56.7
DON'T KNOW		12	2	2	2	1		1	2	2	
		.5	.7	.7	.7	.4		.4	.7	.7	
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		8.10	8.13	7.70	8.35	8.22	8.29	8.03	8.36	8.07	7.75

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	87	9	17	9	5	8	13	5	5	16
	%	3.6	3.3	6.3	3.3	1.9	3.0	4.8	1.9	1.9	5.9
(2)		48	5	6	3	7	7	2	5	7	6
		2.0	1.9	2.2	1.1	2.6	2.6	.7	1.9	2.6	2.2
(3)		38	5	2	5	4	4	3	4	7	4
		1.6	1.9	.7	1.9	1.5	1.5	1.1	1.5	2.6	1.5
(4)		48	2	6	3	10	5	5	3	6	8
		2.0	.7	2.2	1.1	3.7	1.9	1.9	1.1	2.2	3.0
(5)		277	26	40	21	37	24	42	25	35	27
		11.4	9.6	14.8	7.8	13.7	8.9	15.6	9.3	13.0	10.0
(6)		112	9	12	7	9	14	16	9	16	20
		4.6	3.3	4.4	2.6	3.3	5.2	5.9	3.3	5.9	7.4
(7)		322	31	40	37	30	38	40	34	38	34
		13.3	11.5	14.8	13.7	11.1	14.1	14.8	12.6	14.1	12.6
(8)		385	44	41	43	47	47	39	41	41	42
		15.8	16.3	15.2	15.9	17.4	17.4	14.4	15.2	15.2	15.6
(9) MOST IMPORTANT		1099	137	105	140	120	123	108	140	113	113
		45.2	50.7	38.9	51.9	44.4	45.6	40.0	51.9	41.9	41.9
DON'T KNOW		14	2	1	2	1		2	4	2	
		.6	.7	.4	.7	.4		.7	1.5	.7	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.36	7.57	7.00	7.66	7.35	7.43	7.15	7.68	7.26	7.10

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	42	2	6	2	2	3	5	6	7	9
	%	1.7	.7	2.2	.7	.7	1.1	1.9	2.2	2.6	3.3
(2)		44	2	9	3	5	3	3	3	8	8
		1.8	.7	3.3	1.1	1.9	1.1	1.1	1.1	3.0	3.0
(3)		58	9	8	2	8	4	7	6	9	5
		2.4	3.3	3.0	.7	3.0	1.5	2.6	2.2	3.3	1.9
(4)		78	9	9	6	8	11	4	7	11	13
		3.2	3.3	3.3	2.2	3.0	4.1	1.5	2.6	4.1	4.8
(5)		402	50	51	51	48	35	46	34	49	38
		16.5	18.5	18.9	18.9	17.8	13.0	17.0	12.6	18.1	14.1
(6)		187	22	17	20	29	14	23	23	21	18
		7.7	8.1	6.3	7.4	10.7	5.2	8.5	8.5	7.8	6.7
(7)		377	46	47	34	49	44	40	42	45	30
		15.5	17.0	17.4	12.6	18.1	16.3	14.8	15.6	16.7	11.1
(8)		445	41	41	50	42	62	58	49	48	54
		18.3	15.2	15.2	18.5	15.6	23.0	21.5	18.1	17.8	20.0
(9) MOST IMPORTANT		793	89	82	100	79	94	82	100	72	95
		32.6	33.0	30.4	37.0	29.3	34.8	30.4	37.0	26.7	35.2
DON'T KNOW		4			2			2			
		.2			.7			.7			
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.04	7.04	6.80	7.28	6.93	7.31	7.08	7.23	6.71	6.99

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
COURTEOUS AND HELPFUL EMPLOYEES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	25	2	4	3	1	1	1	2	4	7
	%	1.0	.7	1.5	1.1	.4	.4	.4	.7	1.5	2.6
(2)		34	3	8	2	5	1	5	3	4	3
		1.4	1.1	3.0	.7	1.9	.4	1.9	1.1	1.5	1.1
(3)		27	3	5	3	3	1	3	1	5	3
		1.1	1.1	1.9	1.1	1.1	.4	1.1	.4	1.9	1.1
(4)		39	4	8	2	3	6		3	8	5
		1.6	1.5	3.0	.7	1.1	2.2		1.1	3.0	1.9
(5)		285	44	35	37	33	25	27	24	38	22
		11.7	16.3	13.0	13.7	12.2	9.3	10.0	8.9	14.1	8.1
(6)		144	12	18	20	17	15	18	17	8	19
		5.9	4.4	6.7	7.4	6.3	5.6	6.7	6.3	3.0	7.0
(7)		322	43	40	26	44	26	40	36	39	28
		13.3	15.9	14.8	9.6	16.3	9.6	14.8	13.3	14.4	10.4
(8)		456	44	49	42	45	58	56	54	51	57
		18.8	16.3	18.1	15.6	16.7	21.5	20.7	20.0	18.9	21.1
(9) MOST IMPORTANT		1097	115	103	135	119	137	119	130	113	126
		45.1	42.6	38.1	50.0	44.1	50.7	44.1	48.1	41.9	46.7
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.57	7.46	7.22	7.64	7.55	7.87	7.67	7.77	7.39	7.60

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	36	4	6	2	6	4	2		7	5
	%	1.5	1.5	2.2	.7	2.2	1.5	.7		2.6	1.9
(2)		10		1		2		1		2	4
		.4		.4		.7		.4		.7	1.5
(3)		37		8	2	5	4	4	2	5	7
		1.5		3.0	.7	1.9	1.5	1.5	.7	1.9	2.6
(4)		43	4	6	6	4	3	4	4	8	4
		1.8	1.5	2.2	2.2	1.5	1.1	1.5	1.5	3.0	1.5
(5)		257	31	30	14	25	28	41	26	41	21
		10.6	11.5	11.1	5.2	9.3	10.4	15.2	9.6	15.2	7.8
(6)		123	13	15	12	14	6	22	12	16	13
		5.1	4.8	5.6	4.4	5.2	2.2	8.1	4.4	5.9	4.8
(7)		302	37	24	36	40	32	36	34	34	29
		12.4	13.7	8.9	13.3	14.8	11.9	13.3	12.6	12.6	10.7
(8)		388	36	57	47	41	42	38	53	35	39
		16.0	13.3	21.1	17.4	15.2	15.6	14.1	19.6	13.0	14.4
(9) MOST IMPORTANT		1232	145	123	150	133	151	121	139	122	148
		50.7	53.7	45.6	55.6	49.3	55.9	44.8	51.5	45.2	54.8
DON'T KNOW		2			1			1			
		.1			.4			.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.69	7.80	7.51	8.00	7.61	7.86	7.49	7.91	7.31	7.70

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION
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			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	26	1	9	4		1		2	2	7
	%	1.1	.4	3.3	1.5		.4		.7	.7	2.6
(2)		18	1	7	1	1	4	1	1	1	1
		.7	.4	2.6	.4	.4	1.5	.4	.4	.4	.4
(3)		11		4	1	1	2	1			2
		.5		1.5	.4	.4	.7	.4			.7
(4)		20	4	3	2	1		3		4	3
		.8	1.5	1.1	.7	.4		1.1		1.5	1.1
(5)		124	12	17	11	17	17	14	9	11	16
		5.1	4.4	6.3	4.1	6.3	6.3	5.2	3.3	4.1	5.9
(6)		79	9	8	9	9	7	7	8	16	6
		3.3	3.3	3.0	3.3	3.3	2.6	2.6	3.0	5.9	2.2
(7)		266	22	41	27	37	26	38	22	23	30
		10.9	8.1	15.2	10.0	13.7	9.6	14.1	8.1	8.5	11.1
(8)		452	46	48	41	49	53	54	50	54	57
		18.6	17.0	17.8	15.2	18.1	19.6	20.0	18.5	20.0	21.1
(9) MOST IMPORTANT		1430	175	131	173	155	160	152	177	159	148
		58.8	64.8	48.5	64.1	57.4	59.3	56.3	65.6	58.9	54.8
DON'T KNOW		4		2	1				1		
		.2		.7	.4				.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		8.09	8.26	7.57	8.18	8.13	8.10	8.13	8.34	8.13	7.93

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	51	3	12	7	1	4	2	8	6	8
	%	2.1	1.1	4.4	2.6	.4	1.5	.7	3.0	2.2	3.0
(2)		33		10	1	4	5	4	2	4	3
		1.4		3.7	.4	1.5	1.9	1.5	.7	1.5	1.1
(3)		37	5	9	4	4	4	3		4	4
		1.5	1.9	3.3	1.5	1.5	1.5	1.1		1.5	1.5
(4)		54	3	8	3	8	7	7	7	6	5
		2.2	1.1	3.0	1.1	3.0	2.6	2.6	2.6	2.2	1.9
(5)		302	35	30	36	37	42	30	32	33	27
		12.4	13.0	11.1	13.3	13.7	15.6	11.1	11.9	12.2	10.0
(6)		134	12	11	11	17	11	17	13	20	22
		5.5	4.4	4.1	4.1	6.3	4.1	6.3	4.8	7.4	8.1
(7)		398	41	54	37	52	43	54	31	51	35
		16.4	15.2	20.0	13.7	19.3	15.9	20.0	11.5	18.9	13.0
(8)		448	44	46	43	51	47	54	56	43	64
		18.4	16.3	17.0	15.9	18.9	17.4	20.0	20.7	15.9	23.7
(9) MOST IMPORTANT		962	124	90	125	96	107	98	117	103	102
		39.6	45.9	33.3	46.3	35.6	39.6	36.3	43.3	38.1	37.8
DON'T KNOW		11	3		3			1	4		
		.5	1.1		1.1			.4	1.5		
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.35	7.61	6.90	7.52	7.32	7.30	7.40	7.50	7.27	7.36

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	50	7	7	6	3	9	6	2	5	5
	%	2.1	2.6	2.6	2.2	1.1	3.3	2.2	.7	1.9	1.9
(2)		38	4	11	3	3	4	1	1	3	8
		1.6	1.5	4.1	1.1	1.1	1.5	.4	.4	1.1	3.0
(3)		57	8	9	10	7	4	8		3	8
		2.3	3.0	3.3	3.7	2.6	1.5	3.0		1.1	3.0
(4)		87	11	9	9	7	6	10	9	15	11
		3.6	4.1	3.3	3.3	2.6	2.2	3.7	3.3	5.6	4.1
(5)		369	39	37	37	39	43	43	40	49	42
		15.2	14.4	13.7	13.7	14.4	15.9	15.9	14.8	18.1	15.6
(6)		184	28	15	20	24	21	26	11	25	14
		7.6	10.4	5.6	7.4	8.9	7.8	9.6	4.1	9.3	5.2
(7)		391	47	49	34	51	37	42	45	43	43
		16.1	17.4	18.1	12.6	18.9	13.7	15.6	16.7	15.9	15.9
(8)		388	32	44	43	41	45	50	46	45	42
		16.0	11.9	16.3	15.9	15.2	16.7	18.5	17.0	16.7	15.6
(9)		860	93	89	106	95	100	83	115	82	97
MOST IMPORTANT		35.4	34.4	33.0	39.3	35.2	37.0	30.7	42.6	30.4	35.9
DON'T KNOW		6	1		2		1	1	1		
		.2	.4		.7		.4	.4	.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.09	6.94	6.90	7.16	7.17	7.11	7.00	7.52	6.94	7.01

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF --- ADVERTISED SPECIALS IN DECIDING WHICH SUPERMARKET TO SHOP IN BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	184	16	16	15	15	14	17	30	28	33
	%	7.6	5.9	5.9	5.6	5.6	5.2	6.3	11.1	10.4	12.2
(2)		96	8	13	12	9	10	8	6	15	15
		4.0	3.0	4.8	4.4	3.3	3.7	3.0	2.2	5.6	5.6
(3)		108	9	14	11	11	13	10	14	14	12
		4.4	3.3	5.2	4.1	4.1	4.8	3.7	5.2	5.2	4.4
(4)		129	18	16	12	13	9	9	15	21	16
		5.3	6.7	5.9	4.4	4.8	3.3	3.3	5.6	7.8	5.9
(5)		397	45	42	43	42	42	43	37	53	50
		16.3	16.7	15.6	15.9	15.6	15.6	15.9	13.7	19.6	18.5
(6)		174	19	17	17	18	30	20	18	19	16
		7.2	7.0	6.3	6.3	6.7	11.1	7.4	6.7	7.0	5.9
(7)		333	39	38	34	43	39	32	37	39	32
		13.7	14.4	14.1	12.6	15.9	14.4	11.9	13.7	14.4	11.9
(8)		338	30	36	35	40	35	51	35	36	40
		13.9	11.1	13.3	13.0	14.8	13.0	18.9	13.0	13.3	14.8
(9) MOST IMPORTANT		665	85	77	89	79	78	79	77	45	56
		27.4	31.5	28.5	33.0	29.3	28.9	29.3	28.5	16.7	20.7
DON'T KNOW		6	1	1	2			1	1		
		.2	.4	.4	.7			.4	.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		6.30	6.50	6.35	6.55	6.55	6.50	6.61	6.20	5.66	5.77

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
$10 OR LESS	NO.	46	3	4	6	5	6	8	6	6	2
	%	1.9	1.1	1.5	2.2	1.9	2.2	3.0	2.2	2.2	.7
$11 - $20		217	17	22	21	25	19	48	24	25	16
		8.9	6.3	8.1	7.8	9.3	7.0	17.8	8.9	9.3	5.9
$21 - $30		356	36	30	40	26	51	47	39	42	45
		14.7	13.3	11.1	14.8	9.6	18.9	17.4	14.4	15.6	16.7
$31 - $40		377	39	40	46	46	53	46	33	34	40
		15.5	14.4	14.8	17.0	17.0	19.6	17.0	12.2	12.6	14.8
$41 - $50		449	55	49	50	54	49	44	52	43	53
		18.5	20.4	18.1	18.5	20.0	18.1	16.3	19.3	15.9	19.6
$51 - $60		292	28	31	40	33	39	20	40	30	31
		12.0	10.4	11.5	14.8	12.2	14.4	7.4	14.8	11.1	11.5
$61 - $70		179	23	20	24	22	19	21	16	16	18
		7.4	8.5	7.4	8.9	8.1	7.0	7.8	5.9	5.9	6.7
$71 - $80		204	31	24	19	24	14	14	26	29	23
		8.4	11.5	8.9	7.0	8.9	5.2	5.2	9.6	10.7	8.5
$81 - $90		49	8	10	1	7	3	4	3	6	7
		2.0	3.0	3.7	.4	2.6	1.1	1.5	1.1	2.2	2.6
$91 - $100		134	16	20	9	15	9	11	16	20	18
		5.5	5.9	7.4	3.3	5.6	3.3	4.1	5.9	7.4	6.7
MORE THAN $100		79	6	14	7	9	3	4	12	14	10
		3.3	2.2	5.2	2.6	3.3	1.1	1.5	4.4	5.2	3.7
DON'T KNOW/REFUSED		48	8	6	7	4	5	3	3	5	7
		2.0	3.0	2.2	2.6	1.5	1.9	1.1	1.1	1.9	2.6
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		48.83	51.21	53.28	46.76	50.24	44.08	41.34	50.16	51.55	50.92

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
$10 OR LESS	NO.	95	7	9	11	8	12	18	12	11	7
	%	3.9	2.6	3.3	4.1	3.0	4.4	6.7	4.4	4.1	2.6
$11 - $20		331	29	30	38	32	37	55	39	39	32
		13.6	10.7	11.1	14.1	11.9	13.7	20.4	14.4	14.4	11.9
$21 - $30		423	45	44	43	40	52	57	44	41	57
		17.4	16.7	16.3	15.9	14.8	19.3	21.1	16.3	15.2	21.1
$31 - $40		452	45	51	65	58	62	46	41	40	44
		18.6	16.7	18.9	24.1	21.5	23.0	17.0	15.2	14.8	16.3
$41 - $50		409	49	43	42	50	45	42	50	40	48
		16.8	18.1	15.9	15.6	18.5	16.7	15.6	18.5	14.8	17.8
$51 - $60		237	37	28	26	25	25	19	31	24	22
		9.8	13.7	10.4	9.6	9.3	9.3	7.0	11.5	8.9	8.1
$61 - $70		124	9	22	11	15	12	13	14	14	14
		5.1	3.3	8.1	4.1	5.6	4.4	4.8	5.2	5.2	5.2
$71 - $80		146	21	21	13	19	10	3	14	25	20
		6.0	7.8	7.8	4.8	7.0	3.7	1.1	5.2	9.3	7.4
$81 - $90		39	6	3	1	6	2	2	3	11	5
		1.6	2.2	1.1	.4	2.2	.7	.7	1.1	4.1	1.9
$91 - $100		60	10	7	7	6	4	6	7	9	4
		2.5	3.7	2.6	2.6	2.2	1.5	2.2	2.6	3.3	1.5
MORE THAN $100		42	3	4	2	4	1	3	9	8	8
		1.7	1.1	1.5	.7	1.5	.4	1.1	3.3	3.0	3.0
DON'T KNOW/REFUSED		72	9	8	11	7	8	6	6	8	9
		3.0	3.3	3.0	4.1	2.6	3.0	2.2	2.2	3.0	3.3
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	BASE	2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		41.35	44.13	43.47	39.01	42.83	37.46	34.79	42.51	45.22	42.73

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
$5 OR LESS	NO.	977	118	121	110	90	110	132	84	117	95
	%	40.2	43.7	44.8	40.7	33.3	40.7	48.9	31.1	43.3	35.2
$6 - $10		474	41	43	47	61	67	56	56	55	48
		19.5	15.2	15.9	17.4	22.6	24.8	20.7	20.7	20.4	17.8
$11 - $15		237	32	25	24	28	20	20	40	24	24
		9.8	11.9	9.3	8.9	10.4	7.4	7.4	14.8	8.9	8.9
$16 - $20		267	29	23	37	35	27	22	38	23	33
		11.0	10.7	8.5	13.7	13.0	10.0	8.1	14.1	8.5	12.2
$21 - $25		123	14	14	18	12	10	13	12	11	19
		5.1	5.2	5.2	6.7	4.4	3.7	4.8	4.4	4.1	7.0
$26 - $30		110	10	11	10	14	14	6	13	14	18
		4.5	3.7	4.1	3.7	5.2	5.2	2.2	4.8	5.2	6.7
$31 - $35		18	1	4	1	3	3	1	1		4
		.7	.4	1.5	.4	1.1	1.1	.4	.4		1.5
$36 - $40		45	5	7	4	10	2	4	3	3	7
		1.9	1.9	2.6	1.5	3.7	.7	1.5	1.1	1.1	2.6
$41 - $45		8		1	1	1	1	1	2	1	
		.3		.4	.4	.4	.4	.4	.7	.4	
$46 - $50		47	5	10	2	3	2	2	9	9	5
		1.9	1.9	3.7	.7	1.1	.7	.7	3.3	3.3	1.9
$51 OR MORE		63	6	3	10	8	6	8	7	6	9
		2.6	2.2	1.1	3.7	3.0	2.2	3.0	2.6	2.2	3.3
DON'T KNOW/REFUSED		61	9	8	6	5	8	5	5	7	8
		2.5	3.3	3.0	2.2	1.9	3.0	1.9	1.9	2.6	3.0
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		12.58	11.79	11.95	13.04	13.87	11.25	10.71	14.04	11.95	14.60

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
SUPERMARKET	NO.	1855	206	185	229	202	237	176	212	200	208
	%	76.3	76.3	68.5	84.8	74.8	87.8	65.2	78.5	74.1	77.0
MEAT MARKET/BUTCHER SHOP		304	48	69	17	35	13	31	24	28	39
		12.5	17.8	25.6	6.3	13.0	4.8	11.5	8.9	10.4	14.4
WHOLESALE/FREEZER PLAN		114	6	9	12	17	7	22	17	14	10
		4.7	2.2	3.3	4.4	6.3	2.6	8.1	6.3	5.2	3.7
SMALL GROCERY		18	1	2	1	6		5	2	1	
		.7	.4	.7	.4	2.2		1.9	.7	.4	
ALL OTHERS		3			1					1	1
		.1			.4					.4	.4
NOT ONE STORE											
DON'T BUY MEATS		135	9	5	10	10	13	35	15	26	12
		5.6	3.3	1.9	3.7	3.7	4.8	13.0	5.6	9.6	4.4
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
SUPERMARKET	NO.	2034	208	197	222	227	223	239	246	243	229
	%	83.7	77.0	73.0	82.2	84.1	82.6	88.5	91.1	90.0	84.8
FRUIT AND VEGETABLE STORE		122	19	35	8	14	12	9	3	6	16
		5.0	7.0	13.0	3.0	5.2	4.4	3.3	1.1	2.2	5.9
DIRECT FROM FARM/ FRUIT STAND		211	41	32	35	24	23	12	12	14	18
		8.7	15.2	11.9	13.0	8.9	8.5	4.4	4.4	5.2	6.7
SMALL GROCERY		9				4	1	1	1	2	
		.4				1.5	.4	.4	.4	.7	
ALL OTHERS		5		1							4
		.2		.4							1.5
NOT ONE STORE		1							1		
		.0							.4		
DON'T BUY FRESH PRODUCE		48	2	5	5	1	11	9	7	5	3
		2.0	.7	1.9	1.9	.4	4.1	3.3	2.6	1.9	1.1
DON'T KNOW											
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
SUPERMARKET	NO.	871	93	105	75	99	75	89	109	123	103
	%	35.8	34.4	38.9	27.8	36.7	27.8	33.0	40.4	45.6	38.1
INDEPENDENT DRUGSTORE		183	16	27	13	21	12	28	26	14	26
		7.5	5.9	10.0	4.8	7.8	4.4	10.4	9.6	5.2	9.6
CHAIN/DISCOUNT DRUG STORE		772	88	107	130	79	76	59	52	86	95
		31.8	32.6	39.6	48.1	29.3	28.1	21.9	19.3	31.9	35.2
DISCOUNT DEPARTMENT STORE		504	61	27	40	58	101	81	72	36	28
		20.7	22.6	10.0	14.8	21.5	37.4	30.0	26.7	13.3	10.4
OTHER TYPE STORE		84	8	2	9	12	6	11	9	11	16
		3.5	3.0	.7	3.3	4.4	2.2	4.1	3.3	4.1	5.9
DON'T KNOW/NO USUAL STORE		16	4	2	3	1		2	2		2
		.7	1.5	.7	1.1	.4		.7	.7		.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS
(BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE)
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT- LANTIC	SOUTH AT- LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN- TAIN	PACIFIC
YES	NO.	939	94	97	135	115	124	91	106	88	89
	%	60.2	53.1	58.8	69.2	67.3	63.6	50.3	65.8	59.9	53.3
NO		620	83	68	60	56	71	90	55	59	78
		39.8	46.9	41.2	30.8	32.7	36.4	49.7	34.2	40.1	46.7
TOTAL		1559	177	165	195	171	195	181	161	147	167
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1559	177	165	195	171	195	181	161	147	167

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES
BY TOTAL SAMPLE AND CENSUS REGION

	TOTAL SAMPLE	CENSUS REGION								
		NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
TWICE A WEEK OR MORE NO.	243	31	21	32	17	33	13	40	32	24
%	10.0	11.5	7.8	11.9	6.3	12.2	4.8	14.8	11.9	8.9
ONCE A WEEK	233	30	28	43	24	24	17	31	16	20
	9.6	11.1	10.4	15.9	8.9	8.9	6.3	11.5	5.9	7.4
ONCE EVERY TWO WEEKS	178	22	27	32	18	24	12	19	13	11
	7.3	8.1	10.0	11.9	6.7	8.9	4.4	7.0	4.8	4.1
ONCE A MONTH	402	39	38	37	48	40	42	50	55	53
	16.5	14.4	14.1	13.7	17.8	14.8	15.6	18.5	20.4	19.6
NEVER	1370	147	155	126	163	149	185	130	153	162
	56.4	54.4	57.4	46.7	60.4	55.2	68.5	48.1	56.7	60.0
DON'T KNOW	4	1	1				1		1	
	.2	.4	.4				.4		.4	
TOTAL	2430	270	270	270	270	270	270	270	270	270
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE AND CENSUS REGION

	TOTAL SAMPLE	CENSUS REGION								
		NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
CHECK-OUTS TOO SLOW/ NO. NOT ENOUGH OPENED/ % LONG LINES	351 14.4	39 14.4	50 18.5	33 12.2	40 14.8	27 10.0	26 9.6	46 17.0	47 17.4	43 15.9
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	52 2.1	7 2.6	8 3.0	4 1.5	4 1.5	7 2.6	2 .7	6 2.2	4 1.5	10 3.7
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	115 4.7	16 5.9	17 6.3	11 4.1	14 5.2	15 5.6	16 5.9	9 3.3	8 3.0	9 3.3
PRICES TOO HIGH	318 13.1	35 13.0	33 12.2	42 15.6	43 15.9	38 14.1	27 10.0	28 10.4	35 13.0	37 13.7
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	100 4.1	8 3.0	17 6.3	9 3.3	17 6.3	16 5.9	7 2.6	14 5.2	5 1.9	7 2.6
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	91 3.7	9 3.3	8 3.0	15 5.6	11 4.1	9 3.3	10 3.7	7 2.6	11 4.1	11 4.1
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	18 .7	4 1.5	1 .4	2 .7		1 .4	2 .7	3 1.1	4 1.5	1 .4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	42 1.7	3 1.1	9 3.3	5 1.9	3 1.1	2 .7	6 2.2	4 1.5	6 2.2	4 1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	126 5.2	18 6.7	14 5.2	11 4.1	9 3.3	9 3.3	15 5.6	17 6.3	14 5.2	19 7.0
HELP NEEDED TO CARRY GROCERIES TO CAR	28 1.2	2 .7	2 .7	4 1.5	1 .4	1 .4	4 1.5	6 2.2	4 1.5	4 1.5
ALL OTHERS	376 15.5	43 15.9	39 14.4	50 18.5	44 16.3	44 16.3	39 14.4	43 15.9	31 11.5	43 15.9
NOTHING/DON'T KNOW	813 33.5	86 31.9	72 26.7	84 31.1	84 31.1	101 37.4	116 43.0	87 32.2	101 37.4	82 30.4
TOTAL	2430	270	270	270	270	270	270	270	270	270
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE AND CENSUS REGION

	TOTAL SAMPLE	CENSUS REGION								
		NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
CHECK-OUTS TOO SLOW/ NO. NOT ENOUGH OPENED/ % LONG LINES	403 16.6	46 17.0	57 21.1	41 15.2	47 17.4	32 11.9	29 10.7	49 18.1	52 19.3	50 18.5
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	78 3.2	9 3.3	14 5.2	5 1.9	7 2.6	7 2.6	4 1.5	11 4.1	8 3.0	13 4.8
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	140 5.8	20 7.4	22 8.1	14 5.2	13 4.8	20 7.4	16 5.9	12 4.4	9 3.3	14 5.2
PRICES TOO HIGH	433 17.8	46 17.0	49 18.1	55 20.4	55 20.4	54 20.0	34 12.6	38 14.1	51 18.9	51 18.9
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	149 6.1	11 4.1	23 8.5	15 5.6	22 8.1	21 7.8	11 4.1	20 7.4	11 4.1	15 5.6
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	143 5.9	15 5.6	21 7.8	21 7.8	18 6.7	14 5.2	13 4.8	10 3.7	13 4.8	18 6.7
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	30 1.2	6 2.2	2 .7	4 1.5	1 .4	3 1.1	2 .7	5 1.9	6 2.2	1 .4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	65 2.7	5 1.9	13 4.8	5 1.9	6 2.2	4 1.5	7 2.6	9 3.3	9 3.3	7 2.6
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	167 6.9	25 9.3	19 7.0	16 5.9	12 4.4	13 4.8	19 7.0	21 7.8	19 7.0	23 8.5
HELP NEEDED TO CARRY GROCERIES TO CAR	37 1.5	3 1.1	3 1.1	5 1.9	1 .4	2 .7	6 2.2	7 2.6	6 2.2	4 1.5
ALL OTHERS	465 19.1	52 19.3	54 20.0	64 23.7	53 19.6	50 18.5	43 15.9	53 19.6	42 15.6	54 20.0
NOTHING/DON'T KNOW	813 33.5	86 31.9	72 26.7	84 31.1	84 31.1	101 37.4	116 43.0	87 32.2	101 37.4	82 30.4
BASE	2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	1672	190	173	198	205	197	194	190	164	161
	%	68.8	70.4	64.1	73.3	75.9	73.0	71.9	70.4	60.7	59.6
NO		758	80	97	72	65	73	76	80	106	109
		31.2	29.6	35.9	26.7	24.1	27.0	28.1	29.6	39.3	40.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ (BASED ON THOSE WITH NEWSPAPER AD RECALL) BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
ONE	NO.	392	43	45	48	42	42	42	51	38	41
	%	23.4	22.6	26.0	24.2	20.5	21.3	21.6	26.8	23.2	25.5
TWO		480	68	49	41	75	52	64	50	48	33
		28.7	35.8	28.3	20.7	36.6	26.4	33.0	26.3	29.3	20.5
THREE		408	48	34	57	47	55	45	47	38	37
		24.4	25.3	19.7	28.8	22.9	27.9	23.2	24.7	23.2	23.0
FOUR		211	19	15	28	24	32	23	26	26	18
		12.6	10.0	8.7	14.1	11.7	16.2	11.9	13.7	15.9	11.2
FIVE		69	4	5	12	7	8	8	7	4	14
		4.1	2.1	2.9	6.1	3.4	4.1	4.1	3.7	2.4	8.7
SIX		34	1	6	4	3	5	4	2	3	6
		2.0	.5	3.5	2.0	1.5	2.5	2.1	1.1	1.8	3.7
SEVEN		7			2					3	2
		.4			1.0					1.8	1.2
EIGHT		1	1								
		.1	.5								
DON'T REMEMBER		70	6	19	6	7	3	8	7	4	10
		4.2	3.2	11.0	3.0	3.4	1.5	4.1	3.7	2.4	6.2
TOTAL		1672	190	173	198	205	197	194	190	164	161
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	190	173	198	205	197	194	190	164	161
WEIGHTED AVG.		2.51	2.35	2.38	2.66	2.43	2.62	2.48	2.42	2.57	2.72

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	905	100	100	116	101	104	112	107	84	81
	%	54.1	52.6	57.8	58.6	49.3	52.8	57.7	56.3	51.2	50.3
NO		763	90	73	80	104	93	81	83	80	79
		45.6	47.4	42.2	40.4	50.7	47.2	41.8	43.7	48.8	49.1
DON'T KNOW		4			2			1			1
		.2			1.0			.5			.6
TOTAL		1672	190	173	198	205	197	194	190	164	161
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	190	173	198	205	197	194	190	164	161

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1156	123	123	157	133	138	120	131	98	133
	%	47.6	45.6	45.6	58.1	49.3	51.1	44.4	48.5	36.3	49.3
NO		1274	147	147	113	137	132	150	139	172	137
		52.4	54.4	54.4	41.9	50.7	48.9	55.6	51.5	63.7	50.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V. (BASED ON THOSE WITH T.V. AD RECALL) BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
ONE	NO.	520	60	55	55	72	56	62	60	48	52
	%	45.0	48.8	44.7	35.0	54.1	40.6	51.7	45.8	49.0	39.1
TWO		326	42	33	48	33	46	28	30	30	36
		28.2	34.1	26.8	30.6	24.8	33.3	23.3	22.9	30.6	27.1
THREE		131	5	10	31	12	14	12	12	8	27
		11.3	4.1	8.1	19.7	9.0	10.1	10.0	9.2	8.2	20.3
FOUR		46	3	6	5	7	6	2	6	4	7
		4.0	2.4	4.9	3.2	5.3	4.3	1.7	4.6	4.1	5.3
FIVE		5			4						1
		.4			2.5						.8
SIX		6			2		1	1			2
		.5			1.3		.7	.8			1.5
SEVEN											
EIGHT											
DON'T REMEMBER		122	13	19	12	9	15	15	23	8	8
		10.6	10.6	15.4	7.6	6.8	10.9	12.5	17.6	8.2	6.0
TOTAL		1156	123	123	157	133	138	120	131	98	133
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	123	123	157	133	138	120	131	98	133
WEIGHTED AVG.		1.75	1.55	1.68	2.04	1.63	1.79	1.60	1.67	1.64	2.00

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	212	17	21	36	28	35	13	26	17	19
	%	18.3	13.8	17.1	22.9	21.1	25.4	10.8	19.8	17.3	14.3
NO		938	103	102	120	105	103	106	105	81	113
		81.1	83.7	82.9	76.4	78.9	74.6	88.3	80.2	82.7	85.0
DON'T KNOW		6	3		1			1			1
		.5	2.4		.6			.8			.8
TOTAL		1156	123	123	157	133	138	120	131	98	133
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	123	123	157	133	138	120	131	98	133

NOTE. PERCENTAGES IN THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS

BY TOTAL SAMPLE AND CENSUS REGION

	TOTAL SAMPLE	CENSUS REGION								
		NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
REGULARLY (WEEKLY OR MORE OFTEN)	738	91	77	89	71	79	89	84	71	87
%	30.4	33.7	28.5	33.0	26.3	29.3	33.0	31.1	26.3	32.2
SOMETIMES (LESS THAN ONCE A WEEK)	1068	110	105	127	138	130	116	116	124	102
	44.0	40.7	38.9	47.0	51.1	48.1	43.0	43.0	45.9	37.8
NEVER	624	69	88	54	61	61	65	70	75	81
	25.7	25.6	32.6	20.0	22.6	22.6	24.1	25.9	27.8	30.0
TOTAL	2430	270	270	270	270	270	270	270	270	270
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
(BASED ON THOSE WHO COMPARE PRICES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION							
			NEW ENGLAND	MIDDLE AT- LANTIC	SOUTH AT- LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN- TAIN	PACIFIC
BY CHECKING NEWSPAPER ADS	NO.	1416	156	146	172	170	167	166	162	140	137
	%	78.4	77.6	80.2	79.6	81.3	79.9	81.0	81.0	71.8	72.5
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043	140	116	113	133	132	118	114	88	89
		57.8	69.7	63.7	52.3	63.6	63.2	57.6	57.0	45.1	47.1
BY STORE VISITS AND CHECKING SHELF PRICES		1194	122	111	143	145	136	132	141	130	134
		66.1	60.7	61.0	66.2	69.4	65.1	64.4	70.5	66.7	70.9
BY TALKING TO NEIGHBORS OR FRIENDS		787	96	76	106	90	103	87	85	75	69
		43.6	47.8	41.8	49.1	43.1	49.3	42.4	42.5	38.5	36.5
BASE		1806	201	182	216	209	209	205	200	195	189

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	1239	170	164	141	164	111	135	107	116	131
	%	51.0	63.0	60.7	52.2	60.7	41.1	50.0	39.6	43.0	48.5
NO		1191	100	106	129	106	159	135	163	154	139
		49.0	37.0	39.3	47.8	39.3	58.9	50.0	60.4	57.0	51.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SCUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
BETTER THAN NATIONALLY ADVERTISED BRANDS	NO.	62	3	5	9	7	11	9	7	2	9
	%	2.6	1.1	1.9	3.3	2.6	4.1	3.3	2.6	.7	3.3
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462	165	162	149	155	151	176	166	172	166
		60.2	61.1	60.0	55.2	57.4	55.9	65.2	61.5	63.7	61.5
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727	78	80	94	96	92	64	76	75	72
		29.9	28.9	29.6	34.8	35.6	34.1	23.7	28.1	27.8	26.7
DON'T KNOW		179	24	23	18	12	16	21	21	21	23
		7.4	8.9	8.5	6.7	4.4	5.9	7.8	7.8	7.8	8.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
ADVERTISING COSTS ARE ELIMINATED	NO.	1480	171	146	160	159	150	178	163	173	180
	%	60.9	63.3	54.1	59.3	58.9	55.6	65.9	60.4	64.1	66.7
QUALITY IS NOT AS GOOD/AS CONSISTENT		755	76	104	93	95	92	72	74	77	72
		31.1	28.1	38.5	34.4	35.2	34.1	26.7	27.4	28.5	26.7
DON'T KNOW		195	23	20	17	16	28	20	33	20	18
		8.0	8.5	7.4	6.3	5.9	10.4	7.4	12.2	7.4	6.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	918	139	116	80	124	72	87	86	145	69
	%	37.8	51.5	43.0	29.6	45.9	26.7	32.2	31.9	53.7	25.6
NO		1512	131	154	190	146	198	183	184	125	201
		62.2	48.5	57.0	70.4	54.1	73.3	67.8	68.1	46.3	74.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
PAPER PRODUCTS	NO.	568	98	82	49	76	44	33	44	103	39
	%	61.9	70.5	70.7	61.3	61.3	61.1	37.9	51.2	71.0	56.5
DAIRY PRODUCTS		118	14	9	13	11	13	15	9	21	13
		12.9	10.1	7.8	16.3	8.9	18.1	17.2	10.5	14.5	18.6
SOUP		212	24	21	24	37	15	23	20	29	19
		23.1	17.3	18.1	30.0	29.8	20.8	26.4	23.3	20.0	27.5
CATSUP		285	40	37	25	44	24	21	26	46	22
		31.0	28.8	31.9	31.3	35.5	33.3	24.1	30.2	31.7	31.9
CANNED PASTA		87	18	9	7	8	6	11	12	11	5
		9.5	12.9	7.8	8.8	6.5	8.3	12.6	14.0	7.6	7.2
JUICES		251	35	22	26	41	21	22	27	32	25
		27.3	25.2	19.0	32.5	33.1	29.2	25.3	31.4	22.1	36.2
CANNED VEGETABLES/ CANNED FRUITS		367	52	44	26	36	28	34	46	73	28
		40.0	37.4	37.9	32.5	29.0	38.9	39.1	53.5	50.3	40.6
PEANUT BUTTER		76	17	10	10	6	5	5	8	12	3
		8.3	12.2	8.6	12.5	4.8	6.9	5.7	9.3	8.3	4.3
LAUNDRY/DISHWASHER DETERGENT		86	22	11	8	15	2	4	8	12	4
		9.4	15.8	9.5	10.0	12.1	2.8	4.6	9.3	8.3	5.8
JELLY		62	12	15	5	4	3	4	6	8	5
		6.8	8.6	12.9	6.3	3.2	4.2	4.6	7.0	5.5	7.2
ALL OTHERS		360	43	41	33	56	24	36	37	67	23
		39.2	30.9	35.3	41.3	45.2	33.3	41.4	43.0	46.2	33.3
DON'T KNOW		6					2	2	1	1	
		.7					2.8	2.3	1.2	.7	
BASE		918	139	116	80	124	72	87	86	145	69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.	5	1	1			1		1	1	
	%	.9	1.0	1.2			2.3		2.3	1.0	
SOMEWHAT BETTER		7		1	1	3	1				1
		1.2		1.2	2.0	3.9	2.3				2.6
SAME		220	34	32	20	28	21	13	16	34	22
		38.7	34.7	39.0	40.8	36.8	47.7	39.4	36.4	33.0	56.4
SOMEWHAT LOWER		238	46	31	20	31	14	15	18	50	13
		41.9	46.9	37.8	40.8	40.8	31.8	45.5	40.9	48.5	33.3
MUCH LOWER		91	16	14	7	14	7	4	8	18	3
		16.0	16.3	17.1	14.3	18.4	15.9	12.1	18.2	17.5	7.7
DON'T KNOW		7	1	3	1			1	1		
		1.2	1.0	3.7	2.0			3.0	2.3		
TOTAL		568	98	82	49	76	44	33	44	103	39
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		568	98	82	49	76	44	33	44	103	39

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.	2								1	1
	%	1.7								4.8	7.7
SOMEWHAT BETTER		2						1		1	
		1.7						6.7		4.8	
SAME		87	12	7	9	5	11	10	7	18	8
		73.7	85.7	77.8	69.2	45.5	84.6	66.7	77.8	85.7	61.5
SOMEWHAT LOWER		17	1	2	1	4	2	3	1	1	2
		14.4	7.1	22.2	7.7	36.4	15.4	20.0	11.1	4.8	15.4
MUCH LOWER		7			2	1		1	1		2
		5.9			15.4	9.1		6.7	11.1		15.4
DON'T KNOW		3	1		1	1					
		2.5	7.1		7.7	9.1					
TOTAL		118	14	9	13	11	13	15	9	21	13
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		118	14	9	13	11	13	15	9	21	13

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.	3	1							2	
	%	1.4	4.2							6.9	
SOMEWHAT BETTER		3		1				1		1	
		1.4		4.8				4.3		3.4	
SAME		125	13	14	16	17	7	13	15	16	14
		59.0	54.2	66.7	66.7	45.9	46.7	56.5	75.0	55.2	73.7
SOMEWHAT LOWER		62	9	6	8	13	6	5	2	9	4
		29.2	37.5	28.6	33.3	35.1	40.0	21.7	10.0	31.0	21.1
MUCH LOWER		17				7	2	3	3	1	1
		8.0				18.9	13.3	13.0	15.0	3.4	5.3
DON'T KNOW		2	1					1			
		.9	4.2					4.3			
TOTAL		212	24	21	24	37	15	23	20	29	19
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		212	24	21	24	37	15	23	20	29	19

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.	5		1	2	1				1	
	%	1.8		2.7	8.0	2.3				2.2	
SOMEWHAT BETTER		4				1		2	1		
		1.4				2.3		9.5	3.8		
SAME		182	25	26	17	21	17	14	20	28	14
		63.9	62.5	70.3	68.0	47.7	70.8	66.7	76.9	60.9	63.6
SOMEWHAT LOWER		67	10	7	6	14	3	4	4	13	6
		23.5	25.0	18.9	24.0	31.8	12.5	19.0	15.4	28.3	27.3
MUCH LOWER		23	5	2		5	4		1	4	2
		8.1	12.5	5.4		11.4	16.7		3.8	8.7	9.1
DON'T KNOW		4		1		2		1			
		1.4		2.7		4.5		4.8			
TOTAL		285	40	37	25	44	24	21	26	46	22
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		285	40	37	25	44	24	21	26	46	22

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.										
	%										
SOMEWHAT BETTER	NO.	3			1		1	1			
	%	3.4			14.3		16.7	9.1			
SAME	NO.	65	11	6	5	6	2	8	12	10	5
	%	74.7	61.1	66.7	71.4	75.0	33.3	72.7	100.0	90.9	100.0
SOMEWHAT LOWER	NO.	12	3	2		1	3	2		1	
	%	13.8	16.7	22.2		12.5	50.0	18.2		9.1	
MUCH LOWER	NO.	7	4	1	1	1					
	%	8.0	22.2	11.1	14.3	12.5					
DON'T KNOW	NO.										
	%										
TOTAL	NO.	87	18	9	7	8	6	11	12	11	5
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		87	18	9	7	8	6	11	12	11	5

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER	NO.	6	2		1	1	1	1			
	%	2.4	5.7		3.8	2.4	4.8	4.5			
SOMEWHAT BETTER		10	1	1	1	2	1	1		2	1
		4.0	2.9	4.5	3.8	4.9	4.8	4.5		6.3	4.0
SAME		178	25	15	21	28	11	16	21	25	16
		70.9	71.4	68.2	80.8	68.3	52.4	72.7	77.8	78.1	64.0
SOMEWHAT LOWER		41	5	4	3	6	8	3	4	3	5
		16.3	14.3	18.2	11.5	14.6	38.1	13.6	14.8	9.4	20.0
MUCH LOWER		15	2	2		4			2	2	3
		6.0	5.7	9.1		9.8			7.4	6.3	12.0
DON'T KNOW		1						1			
		.4						4.5			
TOTAL		251	35	22	26	41	21	22	27	32	25
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		251	35	22	26	41	21	22	27	32	25

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION							
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
WILL DEFINITELY CONTINUE TO BUY THEM	NO.	292	48	33	21	35	22	23	31	54	25
	%	31.8	34.5	28.4	26.3	28.2	30.6	26.4	36.0	37.2	36.2
WILL PROBABLY CONTINUE TO BUY THEM		281	39	29	33	41	23	28	29	46	13
		30.6	28.1	25.0	41.3	33.1	31.9	32.2	33.7	31.7	18.8
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM		178	30	26	15	23	14	18	11	21	20
		19.4	21.6	22.4	18.8	18.5	19.4	20.7	12.8	14.5	29.0
WILL PROBABLY NOT CONTINUE TO BUY THEM		80	10	13	5	11	10	6	4	15	6
		8.7	7.2	11.2	6.3	8.9	13.9	6.9	4.7	10.3	8.7
WILL DEFINITELY NOT CONTINUE TO BUY THEM		86	12	15	5	14	3	12	11	9	5
		9.4	8.6	12.9	6.3	11.3	4.2	13.8	12.8	6.2	7.2
DON'T KNOW		1			1						
		.1			1.3						
TOTAL		918	139	116	80	124	72	87	86	145	69
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	139	116	80	124	72	87	86	145	69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION							
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	NO.	15	3	2	3	2	2		2	1	
	%	1.6	2.2	1.7	3.8	1.6	2.8		2.3	.7	
SOMEWHAT BETTER THAN PRIVATE LABEL PRODUCTS		50	6	5	5	3	2	7	6	10	6
		5.4	4.3	4.3	6.3	2.4	2.8	8.0	7.0	6.9	8.7
ABOUT THE SAME		552	79	70	51	73	43	54	52	81	49
		60.1	56.8	60.3	63.8	58.9	59.7	62.1	60.5	55.9	71.0
SOMEWHAT WORSE THAN PRIVATE LABEL PRODUCTS		204	36	27	13	29	17	15	18	39	10
		22.2	25.9	23.3	16.3	23.4	23.6	17.2	20.9	26.9	14.5
MUCH WORSE THAN PRIVATE LABEL PRODUCTS		58	9	7	5	13	6	3	4	7	4
		6.3	6.5	6.0	6.3	10.5	8.3	3.4	4.7	4.8	5.8
DON'T KNOW		39	6	5	3	4	2	8	4	7	
		4.2	4.3	4.3	3.8	3.2	2.8	9.2	4.7	4.8	
TOTAL		918	139	116	80	124	72	87	86	145	69
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	139	116	80	124	72	87	86	145	69

NOTE: PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
VERY IMPORTANT	NO.	1257	101	94	147	152	158	149	153	153	150
	%	51.7	37.4	34.8	54.4	56.3	58.5	55.2	56.7	56.7	55.6
SOMEWHAT IMPORTANT		500	53	52	54	53	56	58	67	54	53
		20.6	19.6	19.3	20.0	19.6	20.7	21.5	24.8	20.0	19.6
NEITHER IMPORTANT NOR UNIMPORTANT		121	18	10	20	6	9	19	14	14	11
		5.0	6.7	3.7	7.4	2.2	3.3	7.0	5.2	5.2	4.1
SOMEWHAT UNIMPORTANT		187	36	29	14	24	17	19	14	17	17
		7.7	13.3	10.7	5.2	8.9	6.3	7.0	5.2	6.3	6.3
VERY UNIMPORTANT		346	57	83	33	33	27	22	21	32	38
		14.2	21.1	30.7	12.2	12.2	10.0	8.1	7.8	11.9	14.1
DON'T KNOW		19	5	2	2	2	3	3	1		1
		.8	1.9	.7	.7	.7	1.1	1.1	.4		.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1186	164	114	150	145	132	89	147	107	138
	%	48.8	60.7	42.2	55.6	53.7	48.9	33.0	54.4	39.6	51.1
NO		1244	106	156	120	125	138	181	123	163	132
		51.2	39.3	57.8	44.4	46.3	51.1	67.0	45.6	60.4	48.9
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
(BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE STORE	NO.	499	74	59	60	64	62	29	56	42	53
	%	42.1	45.1	51.8	40.0	44.1	47.0	32.6	38.1	39.3	38.4
MORE THAN ONE STORE		684	90	55	89	81	70	60	90	64	85
		57.7	54.9	48.2	59.3	55.9	53.0	67.4	61.2	59.8	61.6
DON'T REMEMBER		3			1				1	1	
		.3			.7				.7	.9	
TOTAL		1186	164	114	150	145	132	89	147	107	138
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1186	164	114	150	145	132	89	147	107	138

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
YES	NO.	1143	133	155	123	121	84	99	116	145	167
	%	47.0	49.3	57.4	45.6	44.8	31.1	36.7	43.0	53.7	61.9
NO		1284	137	114	146	149	185	171	154	125	103
		52.8	50.7	42.2	54.1	55.2	68.5	63.3	57.0	46.3	38.1
DON'T KNOW		3		1	1		1				
		.1		.4	.4		.4				
TOTAL		2430	270	270	270	270	270	270	270	270	270
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MASTER CHARGE	NO.	751	93	94	84	84	57	61	72	88	118
	%	65.7	69.9	60.6	68.3	69.4	67.9	61.6	62.1	60.7	70.7
VISA/BANKAMERICARD		797	86	96	83	93	55	66	81	106	131
		69.7	64.7	61.9	67.5	76.9	65.5	66.7	69.8	73.1	78.4
ALL OTHERS		6			5						1
		.5			4.1						.6
REFUSED/DON'T KNOW		27	3	6	2	2	1	1	3	4	5
		2.4	2.3	3.9	1.6	1.7	1.2	1.0	2.6	2.8	3.0
BASE		1143	133	155	123	121	84	99	116	145	167

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	281	16	33	38	28	40	36	38	16	36
	%	11.6	5.9	12.2	14.1	10.4	14.8	13.3	14.1	5.9	13.3
NO		2149	254	237	232	242	230	234	232	254	234
		88.4	94.1	87.8	85.9	89.6	85.2	86.7	85.9	94.1	86.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
UNDER 18	NO.	19	2	2	3	2	2	2	1	3	2
	%	.8	.7	.7	1.1	.7	.7	.7	.4	1.1	.7
18 - 24		281	25	22	37	33	29	21	29	44	41
		11.6	9.3	8.1	13.7	12.2	10.7	7.8	10.7	16.3	15.2
25 - 29		353	46	36	39	45	40	35	37	41	34
		14.5	17.0	13.3	14.4	16.7	14.8	13.0	13.7	15.2	12.6
30 - 34		292	28	41	25	30	37	33	31	34	33
		12.0	10.4	15.2	9.3	11.1	13.7	12.2	11.5	12.6	12.2
35 - 39		247	25	22	37	30	29	23	26	27	28
		10.2	9.3	8.1	13.7	11.1	10.7	8.5	9.6	10.0	10.4
40 - 44		209	29	25	21	32	19	20	20	23	20
		8.6	10.7	9.3	7.8	11.9	7.0	7.4	7.4	8.5	7.4
45 - 49		154	20	21	16	20	17	17	18	16	9
		6.3	7.4	7.8	5.9	7.4	6.3	6.3	6.7	5.9	3.3
50 - 54		206	19	22	15	22	24	29	26	20	29
		8.5	7.0	8.1	5.6	8.1	8.9	10.7	9.6	7.4	10.7
55 - 59		181	15	19	28	14	19	20	30	19	17
		7.4	5.6	7.0	10.4	5.2	7.0	7.4	11.1	7.0	6.3
60 AND OVER		474	60	57	48	40	52	68	52	42	55
		19.5	22.2	21.1	17.8	14.8	19.3	25.2	19.3	15.6	20.4
REFUSED		14	1	3	1	2	2	2		1	2
		.6	.4	1.1	.4	.7	.7	.7		.4	.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
1 PERSON	NO.	348	36	42	38	31	38	42	42	42	37
	%	14.3	13.3	15.6	14.1	11.5	14.1	15.6	15.6	15.6	13.7
2 PEOPLE		802	86	79	82	69	95	94	96	85	116
		33.0	31.9	29.3	30.4	25.6	35.2	34.8	35.6	31.5	43.0
3 PEOPLE		452	47	59	61	54	50	51	44	46	40
		18.6	17.4	21.9	22.6	20.0	18.5	18.9	16.3	17.0	14.8
4 PEOPLE		447	58	46	64	62	46	44	41	48	38
		18.4	21.5	17.0	23.7	23.0	17.0	16.3	15.2	17.8	14.1
5 PEOPLE		191	23	17	8	29	21	22	27	26	18
		7.9	8.5	6.3	3.0	10.7	7.8	8.1	10.0	9.6	6.7
6 PEOPLE		112	11	19	9	15	11	9	12	13	13
		4.6	4.1	7.0	3.3	5.6	4.1	3.3	4.4	4.8	4.8
7 OR MORE PEOPLE		73	8	8	7	8	9	8	8	10	7
		3.0	3.0	3.0	2.6	3.0	3.3	3.0	3.0	3.7	2.6
REFUSED		5	1		1	2					1
		.2	.4		.4	.7					.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LESS THAN $6,000	NO.	277	27	22	33	26	48	41	39	22	19
	%	11.4	10.0	8.1	12.2	9.6	17.8	15.2	14.4	8.1	7.0
$6,000 - $9,999		317	30	33	41	33	45	39	26	43	27
		13.0	11.1	12.2	15.2	12.2	16.7	14.4	9.6	15.9	10.0
$10,000 - $14,999		451	59	55	60	46	46	53	48	44	40
		18.6	21.9	20.4	22.2	17.0	17.0	19.6	17.8	16.3	14.8
$15,000 - $19,999		381	41	41	43	45	42	42	41	40	46
		15.7	15.2	15.2	15.9	16.7	15.6	15.6	15.2	14.8	17.0
$20,000 - $24,999		269	41	25	28	34	21	26	29	35	30
		11.1	15.2	9.3	10.4	12.6	7.8	9.6	10.7	13.0	11.1
$25,000 OR MORE		413	35	54	43	42	32	28	58	51	70
		17.0	13.0	20.0	15.9	15.6	11.9	10.4	21.5	18.9	25.9
REFUSED		322	37	40	22	44	36	41	29	35	38
		13.3	13.7	14.8	8.1	16.3	13.3	15.2	10.7	13.0	14.1
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
MALE	NO.	427	36	53	51	49	41	43	39	56	59
	%	17.6	13.3	19.6	18.9	18.1	15.2	15.9	14.4	20.7	21.9
FEMALE		2003	234	217	219	221	229	227	231	214	211
		82.4	86.7	80.4	81.1	81.9	84.8	84.1	85.6	79.3	78.1
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

QUESTIONNAIRE

FOOD SHOPPING HABITS STUDY

Good morning/afternoon/evening. My name is _____ of Burgoyne, Inc., a national marketing research company. We are talking to people about food shopping and we would like to ask you a few questions.

Who usually does most of the grocery shopping for your family? (IF RESPONDENT, CONTINUE INTERVIEW. IF NOT RESPONDENT, ASK TO SPEAK TO THAT PERSON. IF NOT AT HOME, TERMINATE.)

1. How often do you shop in a supermarket or discount store supermarket?

_____

IF RESPONDENT NEVER SHOPS IN A SUPERMARKET OR DISCOUNT STORE SUPERMARKET, TERMINATE AND RECORD

2. At which supermarkets or discount store supermarkets have you shopped in the past month? (PROBE: ANY OTHERS?)

_____ _____

_____ _____

3a. Have you changed the supermarket where you do most of your shopping during the past year?

YES ☐ - - - - - - (CONTINUE)

NO ☐ - - - - - - (SKIP TO Q.#4)

3b. What was your reason for changing from the supermarket where you did most of your shopping? (PROBE: ANY OTHERS?)

_____

_____

4. In how many different supermarkets did you shop during the past week?

_____

5. Now, I would like to read you some factors people consider when selecting a supermarket to shop in. As I read each factor, I would like you to give that factor a number rating from 1 to 9 based on how important it is to you. The more important the factor is to you the higher the number - closer to 9. The less important the factor is to you, the lower the number - closer to 1. Number 5 is exactly in the middle. (ROTATE ORDER)

_____ATTRACTIVENESS & CLEANLINESS OF STORE	1	2	3	4	5	6	7	8	9
_____GOOD PARKING FACILITIES	1	2	3	4	5	6	7	8	9
_____VARIETY & SELECTION OF GROCERY MERCHANDISE	1	2	3	4	5	6	7	8	9
_____OVERALL PRICES OF GROCERIES	1	2	3	4	5	6	7	8	9
_____QUALITY & FRESHNESS OF MEATS	1	2	3	4	5	6	7	8	9
_____PRICES OF MEATS	1	2	3	4	5	6	7	8	9
_____GOOD STORE ARRANGEMENT - EASE OF SHOPPING	1	2	3	4	5	6	7	8	9
_____COURTEOUS & HELPFUL EMPLOYEES	1	2	3	4	5	6	7	8	9
_____CONVENIENT LOCATION.....	1	2	3	4	5	6	7	8	9
_____QUALITY & FRESHNESS OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
_____PRICES OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
_____FAST CHECK-OUT SERVICE	1	2	3	4	5	6	7	8	9
_____ADVERTISED SPECIALS	1	2	3	4	5	6	7	8	9

6a. Approximately how much would you say you spend per week in supermarkets?

$ _____

6b. About how much of that amount would you say is spent at the supermarket where you do most of your shopping?

$ _____

7. Approximately how much would you say your household spends each week eating out in any type of restaurant or carry out restaurant?

$ _____

8. In what type of store do you buy most of your fresh meats? (READ CHOICES)

SUPERMARKET ☐
MEAT MARKET OR BUTCHER SHOP ☐
WHOLESALE OR FREEZER PLAN ☐
OTHER _____ ☐

DON'T BUY MEATS ☐

9. In what type of store do you buy most of your fresh fruits and vegetables (READ CHOICES)

SUPERMARKET ☐
FRUIT & VEGETABLE STORE ☐
FRUIT STAND OR DIRECT FROM THE FARM ☐
OTHER _____ ☐

DON'T BUY FRESH PRODUCE ☐

10a. At which one of the following stores do you buy most of your health and beauty items, such as toothpaste, shampoos, or headache remedies? (READ CHOICES)

SUPERMARKET ☐ - - - - - - - (SKIP TO Q.#11)
INDEPENDENT DRUG STORE ☐
DISCOUNT DRUG STORE ☐
CHAIN DRUG STORE ☐
DISCOUNT DEPARTMENT STORE ☐
OTHER TYPE OF STORE

_____ ☐
(SPECIFY)

10b. Do you ever buy health and beauty aid items in Supermarkets?

YES ☐
NO ☐

11. How often do you buy items at Drive-In convenience stores?

TWICE A WEEK OR MORE ☐
ONCE A WEEK ☐
ONCE EVERY TWO WEEKS ☐
ONCE A MONTH ☐
NEVER ☐

12. Thinking about the supermarkets where you shop, what one thing would you change that you don't like or that could be improved? (CLARIFY) Are there any other things that you would like to see changed?

_____

_____

13a. During the past week or two have you read any food store advertising in newspapers?

YES ☐
NO ☐ - - - - - - - (SKIP TO Q.#13d)

13b. Whose food store advertising do you remember reading?

_____ _____

_____ _____

13c. Do the food store ads influence your decision of where to shop?

YES ☐
NO ☐

13d. During the past week or two have you seen any food store advertising on television?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#14)

13e. Whose food store advertising do you remember seeing?

_____ _____

_____ _____

13f. Do the food store commercials influence your decision of where to shop?

YES ☐

NO ☐

14. In the past 4 weeks have you redeemed any manufacturers coupons, that is, those that can be redeemed in any store?

YES ☐

NO ☐

15a. Do you compare prices between different supermarkets? (READ CHOICES)

REGULARLY (WEEKLY OR MORE OFTEN) ☐

SOMETIMES (LESS THAN ONCE A WEEK) ☐

NEVER ☐ - - - - - - (SKIP TO Q.#16a)

15b. How do you compare prices? (READ CHOICES) (ROTATE ORDER)

		YES	NO
___	BY CHECKING NEWSPAPER ADS	☐	☐
___	BY CHECKING PRICES IN HANDBILLS OR CIRCULARS	☐	☐
___	BY STORE VISITS AND CHECKING SHELF PRICES	☐	☐
___	BY TALKING TO YOUR NEIGHBORS OR FRIENDS	☐	☐

16a. As you know, some supermarkets stock their own brands of merchandise - what we call "private label" or the store's own brands. In general, would you say the quality of private label brands is BETTER THAN, EQUAL TO, or NOT AS GOOD AS nationally advertised brands?

BETTER THAN ☐

EQUAL TO ☐

NOT AS GOOD AS ☐

D.K. ☐

REPEAT RESPONDENT'S ANSWER AS: "THAT IS, YOU FEEL THAT THE QUALITY OF PRIVATE LABEL BRANDS IS _____ NATIONALLY ADVERTISED BRANDS."
(INSERT ANSWER)

16b. Generally, private label brands of canned goods are priced lower than nationally advertised brands. Which of these statements comes closest to the way you feel?

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE ADVERTISING COSTS ARE ELIMINATED. ☐

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE QUALITY IS NOT AS GOOD OR AS CONSISTENT AS NATIONALLY ADVERTISED BRANDS. ☐

17a. A number of supermarkets have begun carrying generic, no-name brand products which have plain labels and sell at a lower price. Have you ever purchased any generic "no name" brand products?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#19a)

17b. Which of the following generic "no name" brand products have you purchased? (READ LIST) Have you purchased any other generic products?

17c. (FOR EACH CHECKED IN 17b ASK:)

How would you compare the quality of the generic (INSERT PRODUCT NAME) that you bought to national brands of (PRODUCT NAME) ?

Would you say that the quality of the generic (PRODUCT) is much better than, somewhat better than, about the same as, somewhat lower or much lower than the quality of the national brands. (RECORD BELOW)

	Q.#17b PURCHASE	Q.#17c MUCH BETTER	SOMEWHAT BETTER	SAME	SOMEWHAT LOWER	MUCH LOWER
PAPER PRODUCTS	☐	☐	☐	☐	☐	☐
DAIRY PRODUCTS	☐	☐	☐	☐	☐	☐
SOUP	☐	☐	☐	☐	☐	☐
KETCHUP	☐	☐	☐	☐	☐	☐
CANNED PASTA	☐	☐	☐	☐	☐	☐
JUICES	☐	☐	☐	☐	☐	☐
OTHER (SPECIFY) _____	☐					

17d. How likely is it that you will continue to buy generic "no name" food products in the future? (READ CHOICES)

- WILL DEFINITELY CONTINUE TO BUY THEM ☐
- WILL PROBABLY CONTINUE TO BUY THEM ☐
- MIGHT OR MIGHT NOT CONTINUE TO BUY THEM ☐
- WILL PROBABLY NOT CONTINUE TO BUY THEM ☐
- WILL DEFINITELY NOT CONTINUE TO BUY THEM ☐

18. Overall, how would you compare generic "no name" brand products to the stores own private label brand? Would you say that the generic "no name" products are much better than, somewhat better than, about the same as, somewhat lower or much lower than private label store brand products.

- MUCH BETTER ☐
- SOMEWHAT BETTER ☐
- ABOUT THE SAME ☐
- SOMEWHAT LOWER ☐
- MUCH LOWER ☐

19a. How important a factor is ease of check cashing when deciding at which supermarket to shop? Would you say that ease of check cashing is . . . (READ CHOICES)

- VERY IMPORTANT ☐
- SOMEWHAT IMPORTANT ☐
- NEITHER IMPORTANT, NOR UNIMPORTANT ☐
- SOMEWHAT UNIMPORTANT ☐
- VERY UNIMPORTANT ☐

19b. Do you have any bank credit cards like Master Charge or Bank-Americard or Visa?

- YES ☐
- NO ☐ - - - - - - (SKIP TO Q.#19d)

19c. Which ones do you have? (PROBE: ANY OTHERS?)

_____ _____ _____

19d. Do you have check cashing privileges or a check cashing card at any supermarkets?

- YES ☐
- NO ☐ - - - - - - (SKIP TO Q.#20)

19e. Is that at only one store or more than one store?

ONE STORE ☐

MORE THAN ONE STORE ☐

20. Are you participating in any games or contests sponsored by the supermarkets where you shop?

YES ☐

NO ☐

21. Now, just for classification purposes, would you please tell me which of the following are groups are you in? (READ CHOICES)

UNDER 18	☐	45-49	☐
18-24	☐	50-54	☐
25-29	☐	55-59	☐
30-34	☐	60 AND OVER	☐
35-39	☐	REFUSED	☐
40-44	☐		

22. Including yourself, how many people are there living in your household? (DO NOT READ)

1 PERSON	☐	5 PEOPLE	☐
2 PEOPLE	☐	6 PEOPLE	☐
3 PEOPLE	☐	7 OR MORE	☐
4 PEOPLE	☐	REFUSED	☐

23. Which of the following categories best fits your total annual household income before taxes? (READ CHOICES)

LESS THAN $6,000	☐
BETWEEN $6,000 AND $10,000	☐
BETWEEN $10,000 AND $15,000	☐
BETWEEN $15,000 AND $20,000	☐
BETWEEN $20,000 AND $25,000	☐
$25,000 OR MORE	☐
REFUSED	☐

24. RECORD RESPONDENT'S SEX

MALE ☐

FEMALE ☐

Thank you for your cooperation.